Friday, January 31, 2014
8:30-10:00 a.m.
Greater Miami Chamber of Commerce

AGENDA

WELCOME
Manny Mencia
SVP, Enterprise Florida, Inc.

SPONSOR REMARKS
Xuejun (Jim) Yu, Ph.D.
Director, Confucius Institute

Fred Glickman
VP International Operations, Enterprise Florida, Inc.

INTRODUCTION OF SPEAKERS
Fred Glickman

PRESENTATIONS
Radley Mackenzie
Director, Enterprise Florida Shanghai Office

Amy Wendholt
Chief Representative, Enterprise Florida Shanghai & Hong Kong Offices

Emma Yeung
Director, Enterprise Florida Hong Kong Office

QUESTION & ANSWER SESSION

CLOSING REMARKS
Fred Glickman
Radley Mackenzie, Director of Enterprise Florida’s Shanghai office, specializes in leading Enterprise Florida’s foreign direct investment efforts for Greater China including identifying potential investors, developing engagement strategies and providing strategic counsel for market entry and expansion. Mr. Mackenzie’s expertise and major corporate and government project work spans across multiple industries including traditional and renewable energy, power solutions, transportation and retail catering.

Mr. Mackenzie has extensive trade and investment promotion experience in China working for clients from North America, Europe, Australia and the Middle East. Past project work includes trade and investment promotion for the Canadian federal government and multiple municipalities, market research reports of targeted sectors for the Israel Export and International Cooperation Institute (IEICI), and lead identification of potential investors across eight sectors for the Australian Trade Commission. He also served as the China lead for a multi-year project with the Israeli Ministry of Industry, Trade and Labor (MOITL) which analyzed market opportunities for approximately thirty small-medium companies, and evaluated whether they should receive government investment grants.

Prior to joining APCO, Mr. Mackenzie worked for Ernst & Young’s Shanghai advisory division working with a major American automotive firm. He currently sits on the Board of Directors for the Canadian Chamber of Commerce in Shanghai.

Mr. Mackenzie earned an honors bachelor’s degree in international relations and business from Wilfrid Laurier University in Waterloo, Ontario. He is a dual US/Canadian citizen and speaks English and Mandarin.

Amy Wendholt, Chief Representative for Enterprise Florida’s Shanghai and Hong Kong offices, brings to clients nearly a decade of experience advising corporations on strategies to optimize their businesses, reputations and government outreach in Greater China. She has worked at APCO since 2008, previously working in APCO’s Beijing office leading its government relations practice.

Ms. Wendholt is a recognized expert on conducting business in China, having penned numerous articles on the issue.

Ms. Wendholt first arrived in China in 2004 and served as a visiting scholar at the Beijing Administrative College, an institution which trains Communist Party civil servants, administrators and scholars, and at Central University of Finance and Economics. During this time she also advised provincial and local governments on budget reform efforts underway in China and presented research to the National People’s Congress, Beijing Congress members, Shanghai People’s Congress Standing Committee and the Hunan People’s Congress. She also worked at Hill & Knowlton’s Beijing office on the firm’s government and policy affairs team.

Before arriving in China, Ms. Wendholt served as a budget analyst for the U.S. Congress Budget Office and as a researcher at the AEI-Brookings Joint Center for Regulatory Studies. She has consulted for local, provincial and federal governments on budget and spending issues both in the U.S. and China and continues to advise governments on their reform initiatives.

Ms. Wendholt graduated from the University of Michigan with degrees in economics and religious studies and has a master’s degree from Carnegie Mellon University’s H. John Heinz III School of Public Policy and Management, where she concentrated on public policy and public finance. She is fluent in Mandarin and proficient in Italian.

Emma Yeung, Director of Enterprise Florida’s Hong Kong office, specializes in leading the engagement and outreach efforts to the business communities and other stakeholders in Hong Kong. She has a strong background in public administration and is experienced in communicating with government officials at all levels.

Ms. Yeung advises private- and public-sector clients on stakeholder engagement and government relations, providing counsel on communication programs and strategies. She has previously worked with clients in a range of sectors including technology, construction, manufacturing, food and beverage, finance and professional associations.

Her previous clients included major government departments for investment and business promotion such as Invest Hong Kong - where she conducted a perception audit and bench market study to identify gaps and make recommendations for attracting investments to Hong Kong as well as the Economic Analysis and Business Facilitation Unit where she reached out to stakeholders to showcase government’s successful business facilitation efforts. Along with public sector clients, she also helped corporate clients to conduct regulatory analysis for market entry.

Before joining APCO, Ms. Yeung worked for the Hong Kong government for five years. She was posted at various government departments including the Home Affairs Department and the Health, Welfare and Food Bureau.

Ms. Yeung holds a master’s degree in public policy and administration from the London School of Economics and Political Science and a bachelor’s degree in surveying from the University of Hong Kong.